(b) During the Eleventh Plan period, it is proposed to expand coffee area by 16000 Ha (40000 Acres) in Andhra Pradesh and 1100 Ha (2750 acres) in Orissa, besides phasing out disease susceptible 'Cauvery' variety, for which a target of 5100 Ha (12750 acres) has been fixed. Expansion of coffee cultivation in the North Eastern States (Assam, Meghalaya, Mizoram, Nagaland and Tripura) by 850 Ha (2125 acres) and consolidation of 1000 Ha (2500 acre) is also proposed under the plan.

(c) With an objective to maximize export earnings by enhancing the market share of coffee produced in India, a number of activities have been envisaged for the Eleventh Plan, for the coffee export community in the country, including the tribal coffee growers in Andhra Pradesh, Orissa and North Eastern Region. Besides extending financial incentives to exporters to export value added coffees as Indian brands, the activities include participation in trade fairs, organising Buyer-Seller meets and visits of delegations, organising export awards, as well as taking up brand promotion activities in key overseas markets.

During the Eleventh Plan, market support for coffee produced in the States, including in Andhra Pradesh (for which a sum of Rs.75 lakhs has been earmarked during Eleventh Plan period), is being provided. The Coffee Board of India is extending financial support towards operating cost in terms of procurement, transport, processing and warehousing of coffee.

Trouble in pepper market due to low stock

264. SHRI MOHD. ALI KHAN: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether pepper market is in trouble on low stock;

(b) if so, the details thereof and the reasons therefor; and

(c) the steps being taken to protect the interests of farmers of pepper, State-wise, especially in Andhra Pradesh?

THE MINISTER OF STATE IN THE DEPARTMENT OF COMMERCE, MINISTRY OF COMMERCE AND INDUSTRY (SHRI JAIRAM RAMESH): (a) and (b) No, Sir.

(c) The following steps have been taken in the interest of the farmers of pepper

- National Horticulture Mission is undertaking the programme of rejuvenation and replantation of pepper in the county.
- Spice board is implementing the post harvest programme such as Construction of drying yards, Supply of Bamboo mats/Polythene sheets and Supply of pepper thrashers and moisture meter.
- Spices Board also provide financial assistance for organic cultivation of pepper in North Eastern States.
- With regard to Andhra Pradesh the board is focusing on post harvest improvement of chillis being the major spice crop of the State.